

## Message Text

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ACTION EUR-06

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----- 112160

P R 301050Z APC 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 1882

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 1839

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: BIO-MEDICAL EQUIPMENT EXHIBITION,  
APRIL 22 - 26, 1974.

FOR BIC/OIM

1. NAME OF EXHIBITION: BIO-MEDICAL EQUIPMENT EXHIBITION.
2. PLACE AND DATE: US TRADE CENTER FOR SCANDINAVIA, STOCKHOLM,  
APRIL 22-26, 1974.
3. NUMBER OF EXHIBITORS: 33 (6NTE; 14 NTM; 13 OTM).
4. TOTAL SALES: \$2,875,750 OF WHICH:
  - A. NTE/NTM
    1. FLOOR SALES: \$172,750
    2. 12 MONTH PROJECTIONS: \$1,735,000
  - B. OTM
    1. FLOOR SALES: \$13,000
    2. 12 MONTH PROJECTIONS: \$955,000
5. NUMBER OF EXHIBITORS SEEKING REPRESENTATIVES: 14
6. NUMBER OF REPRESENTATIVES APPOINTED DURING THE EXHIBITION: 24
7. NUMBER OF REPRESENTATIVES EXPECTED TO BE SIGNED IN FOLLOWING  
12 MONTHS: 22
8. NUMBER OF REGISTERED VISITORS: 696
9. SUCCESS STORIES:
  - A. DR. GOERGE A. KOGINOS OF HEALTH DEVELOPMENT CORPORATION  
(NTE) WHO APPOINTED AN AGENT FOR SWEDEN AND DENMARK AND WILL  
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APPOINT ONE OF FOUR PRSPECTS FOR FINLAND COMMENTED: "STOCKHOLM TRADE CENTER WAS VERY EFFECTIVE IN BRINING APPROPRIATE BUYERS (SELLERS AND END-USERS) TO THE EXHIBITION IN ORDER TO OBTAIN DESIRED EXPOSURE".

B. MR. RALPH BJORGREN, SALES AND MARKETING DIRECTOR OF NORTON COMPANY COMMENTED: "VERY WELL PLANNED - OUTSTANDING COOPERATION- RECEIVED MUCH MORE INFORMATION THAN ANTICIPATED VERY QUICKLY ABOUT THIS MARKET AND OTHER POTENTIAL MARKETS FOR PRODUCTS. THE TRADE CENTER STAFF IS TO BE HIGHLY COMPLIMENTED ON A VERY PROFESSIONAL PERFORMANCE." NORTON APPOINTED A SWEDISH AGENT AND WILL SELECT REPRESENTATIVES IN THE OTHER SCANDINAVIAN COUNTRIES FROM A LIST OF 10 INTERESTED FIRMS.

C. MR. MARK C. GEYER, DIRECTOR OF SALES, MEDICAL PLASTICS, INC. (NTM) APPOINTED 5 AGENTS DURING THE EXHIBITION AND PENETRATED FOR THE FIRST TIME THE FOLLOWING NEW MARKETS: SWEDEN, DENMARK, FINLAND, SPAIN AND BELGIUM. HIS COMMENTS WERE: "EXCELLENT SHOW FOR ESTABLISHING DEALERS AND AGENTS. WE WERE VERY IMPRESSED BY THE EFFICIENCY AND QUALITY OF AID AND COOPERATION DELIVERED BY THE TRADE CENTER. BASED ON OUR TOTAL EXPERIENCE HERE WE WILL PROBABLY EXHIBIT AT THE FORTHCOMING EXHIBITS IN FRANCE AND GERMANY.

D. MR. JAMES B. ARBONA, PRESIDENT OF CMP CORPORATION (NTE) COMMENTED: "SHOW WELL ORGANIZAED. INTEREST WELL BEYOND EXPECTATION". CMP WAS ABLE TO PENETRATE THE SWEDISH, DANISH, NORWEGIAN, FINISH AND DUTCH MARKETS FOR THE FIRST TIME. THEY REGISTERED 26 POTENTIAL REPRESENTATIVES AND WILL APPOINT 4 WITHIN THE FOLLOWING 12 MONTHS.

E. MR. ALAN BUTTERWORTH, SALES ENGINEER, CORNING GLASS WORKS (NTM) COMMENTED: "I WAS PLEASED WITH THE LAYOUT, ASSISTANCE GIVEN AND GENERAL PRESENTATION OF THE EXHIBITION". CORNING GLASS ENTERED THE SHOW WITH THE OBJECTIVES OF MAKING IMMEDIATE SALES, TEST THEIR PRODUCTS, AND GET EXPOSURE TO NEW BUSINESS PROSPECTS. ALL OBJECTS WERE ACHIEVED AND MR. BUTTERWORTH REPORTED FLOOR SALES OF \$96,000 AND \$300,000 EXPECTED SALES NEXT 12 MONTHS AND PENETRATED FOR THE FIRST TIME THE WHOLE SCANDINAVIAN MARKET.

F. MR. ARNE BOE, MANAGER OF NERLIENS KEMISK-TEKNISKE A/S, OSLO, NORWAY SCANDINAVIAN REPRESENTATIVE OF COATES & WELTER INSTRUMENT COPRPORATION ACHIEVED HIS FIRST OBJECTIVE WHICH WAS IMMEDIATE SALES AND REPORTED FLOOR SALES OF \$65,000 IN ADDITION TO \$350,000 EXPECTED SALES NEXT 12 MONTHS. HIS UNCLASSIFIED

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COMMENTS WERE: "SHOW WAS VERY WELL ORGANIZAED".

10. PRESENCE OF FSL HAROLD GRUT/COPENHAGEN GREATLY ASSISTED EXHIBITORS SEEKING DANISH REPRESENTATIVES TO APPOINT AGENTS AND TO SELECT THE BEST CANDIDATES FOR FINAL NEGOTIATIONS AND LATER APPOINTMENT. MR. GRUT WAS ALSO ABLE TO RENDER ADVICE ON DANISH MARKET DETAILS.

11. ALL CONTENT PARAGRAPH 9 CLEARED FOR PUBLICATION, EXCEPT

INFORMATION GIVEN BY CORNING GLASS.

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NNN

\*\*\* Current Handling Restrictions \*\*\* n/a

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